

ELEMENTS

The BASIC Shopping Orgy will be a 2-tiered entertainment/informational and retail/shopping experience.

- **Entertainment/Info Area:** Under a large umbrella set up in the parking lot, BASIC Shopping Orgy will feature:
 - **Main Stage Area:** National and local country, rock and regional music bands, *Soap Opera Stars* →
 - **Vendor Booths:**
These include health, hygiene, beauty, cooking on a budget and more.
 - **Food Area:**
Local area BASIC "value" restaurants will be invited to set up at the event
- **Retail:** While Price Club et al. offer "everyday low pricing", BASIC Shopping Orgy will offer even further discounts on store merchandise. Via a BASIC Shopping Orgy coupon featured as part of a 2-pack promotion, FSI, and local advertising, the consumer will receive additional discounts on store merchandise.

PROMOTIONAL ELEMENTS

- **Supermarket Sweep:** Every hour five names are drawn, and a la "The Price Is Right," winners guess the prices on 5-10 selected items from store. At the end of the evening, the the most accurate price guesser, will be given 5 minutes to take as much merchandise from the store as possible.

BASIC gift certificates will be hidden throughout the store to add to the fun. All participants will receive consolation prizes.

- **Survey**
 - Same as before

DELIVERY OF OBJECTIVES

OBJECTIVES	DELIVERY
Increase awareness	<ul style="list-style-type: none">• PR- unique idea• On-site store promotion
Generate trial	<ul style="list-style-type: none">• Sampling will add to the fun and "value" of the shopping orgy event.
Enhance BASIC image	<ul style="list-style-type: none">• Promotion highlights BASIC's fun, humor and value positioning.• Associates BASIC with trusted brand name retailers.
Generate names for BASIC database	<ul style="list-style-type: none">• Surveys will generate names.• Contest entrants will be required to give names and addresses.

CONCEPT 3: YOUR ~~BASIC~~ SHOPPING ORGY *Cambridge*

OVERVIEW

America has developed a "love affair" with value. Value-driven consumers are spending more time shopping for the best values in everything—from car and clothes to aspirin and beer.

What the consumers want most is to feel as if they have gotten a "super deal"—which today means the highest quality merchandise at the lowest price.

The trend toward discount stores and the phenomenal successes of WalMart, Home Depot and Price Club, et al. confirm this trend. The market share held by warehouse clubs and off-price outlets more than doubled to a record 22.5% in 1992.

Shopping at warehouse clubs has become one of the BASIC consumer's leisure time activities.

CONCEPT 3: YOUR BASIC SHOPPING ORGY

WHAT IT IS:

Your BASIC Shopping Orgy capitalizes on this trend by using each city's Price Club equivalent as a venue for an "after hours" (9 p.m. - midnight) discount blowout, featuring food, music, workshops, and of course, extensive volume discounts.

Your BASIC Shopping Orgy would take place over one weekend in each city.